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ABSTRACT

Nation-wide surveys in 1968, 1970 and 1972 of the Association of Educational Communication and Technology's (AECT) Roster of Chief of State School Audiovisual Officers led to several conclusions. First, certification of audiovisual (AV) specialists has become more important: in 1968 only 17 states had or were preparing certification programs; in 1972 40 states had or were preparing certification programs. Second, a qualitative change in certification programs has begun, with states turning to the "unified" or combined "print/non-print" certificate. Finally the currently typical AV certificate requires a bachelor's degree, a valid teacher's certificate, two to three years teaching experience, 15 to 24 graduate credits in AV, and 12 to 21 graduate credits in related areas. (An appendix summarizes the educational requirements for each of the 22 states which now have certification programs.) (RH)

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CERTIFICATION OF AUDIOVISUAL PERSONNEL

The Second Nation-Wide Status Report

This document is the last in a series of three two year studies (conducted in 1968, 1970, and 1972) concerning certification of audiovisual personnel in the United States. It contains a summary of the data contained in the 1968 and 1970 nation-wide studies and introduces the findings from the 1972 nation-wide survey.

Historical Background

Standards for the certification of audiovisual personnel were established by the Association of Educational Communication and Technology (then DAVI, hereafter referred to as AECT) in a document entitled Guidelines for the Certification of AV Personnel published in November, 1969. The Certification Committee of the PEMS Commission had concentrated it's major effort since the AECT Convention in Houston, Texas, 1968, toward developing these guidelines. The document was presented to the Delegate Assembly at the AECT Convention in Portland, Oregon, 1969; further revised by W. F. Fulton, and accepted by the Executive Committee, Board of Directors, AECT, in November, 1969.

The Certification Committee at the AECT Convention in Portland, Oregon decided, in order to provide a historical touchstone regarding certification for audiovisual personnel, to conduct a nation-wide survey of certification programs for audiovisual personnel in existence in the various states at the time the Guidelines for Certification of AV Personnel was published. The survey was conducted and then reported to the AECT Convention in Detroit in April, 1970.

At the AECT Convention in Philadelphia in 1971 the Certification Committee decided to conduct another nation-wide survey on the same topic - certification programs for audiovisual personnel in the United States. This paper contains the findings of that study and the results will be reported to the AECT Convention in Minneapolis, Minnesota in April, 1972 as the second nation-wide status report. (The 1968 study was in an unpublished doctoral dissertation.)

In each nation-wide study the investigation was designed to identify and provide information concerning AV Personnel Certification in those states:

1. that currently have a certification program in effect for AV personnel
2. that do not currently have a certification program in effect for AV personnel
3. in which no plans are being made for the certification program for AV personnel at this time
4. in which plans are being made for certification programs for AV personnel that will become effective within the next 1-3 years

A single page questionnaire (Appendix A) was developed and mailed with a self-addressed, stamped envelope to each person listed on AECT's Roster of Chief State School Audiovisual Officers. 100% of the questionnaires were marked and returned or the data was transmitted via telephone. Table I shows the current and projected status of AV personnel certification in the various states based on responses to the questionnaire

The 1968 Study

A nation-wide survey conducted by Wm. F. Grady in 1968 showed seven (7) states with a certification program for audiovisual personnel. Those states were:

1. Indiana
2. Iowa
3. Minnesota
4. North Carolina
5. Pennsylvania
6. Utah
7. Wisconsin

In 1968 there were ten (10) states that indicated they were working on a certification program for audiovisual personnel and hoped to have it established in 1-3 years. Those ten (10) states were:

1. Arizona
2. Arkansas
3. Florida
4. Hawaii
5. Vermont
6. Idaho
7. Nebraska
8. Ohio
9. Oklahoma
10. Washington

The 1970 Study

By 1970 fourteen (14) states indicated they had certification programs for audiovisual personnel. Those states were:

1. Connecticut
2. Idaho
3. Indiana
4. Iowa
5. Minnesota
6. Montana
7. New York
8. North Carolina
9. North Dakota
10. Ohio
11. Oklahoma
12. Pennsylvania
13. Utah
14. Wisconsin

In 1970 there were twenty-two (22) states that indicated they were working on a certification program for audiovisual personnel and hoped to have it established in 1-3 years. Those twenty-two (22) states were:

1. Arizona
2. Arkansas
3. Colorado
4. Delaware
5. District of Columbia
6. Florida
7. Georgia
8. Hawaii
9. Illinois
10. Kansas
11. Louisiana
12. Maryland
13. Michigan
14. New Hampshire
15. New Mexico
16. Oregon
17. Rhode Island
18. South Dakota
19. Texas
20. Vermont
21. Washington
22. West Virginia

The 1972 Study

A tabular presentation of the data gathered by the 1972 study is presented in Table I entitled The Current and Projected Status of AV Personnel Certification in the Several States.

Currently there are twenty-two (22) states indicating they have certification programs for audiovisual personnel. These states are:

1. Arkansas (9-1-72 effective)
2. Connecticut
3. Florida
4. Hawaii
5. Idaho
6. Illinois
7. Indiana
8. Iowa
9. Massachusetts (available now and effective 9-28-74)
10. Minnesota
11. New York
12. North Carolina
13. North Dakota
14. Ohio
15. Oklahoma
16. Oregon
17. Pennsylvania
18. South Dakota
19. Texas (written but not yet adopted)
20. Utah
21. Wisconsin
22. Wyoming

TABLE I

CURRENT AND PROJECTED STATUS OF AV PERSONNEL CERTIFICATION IN THE SEVERAL STATES

States	Certification Program Effective Now	No Certification Program Effective Now	Plans are Being Made to Require Certification in 1-3 Years	No Plans are Being Made to Require Certification
Alaska		X		X
Alabama		X	X	
Arizona		X	X	
Arkansas	X (effective 9/1/72)			
California		X		X
Colorado		X	X	
Connecticut	X			
Delaware		X		X
District of Columbia		X	X	
Florida	X			
Georgia		X	X	
Hawaii	X			
Idaho	X			

TABLE I (cont.)

CURRENT AND PROJECTED STATUS OF AV PERSONNEL CERTIFICATION IN THE SEVERAL STATES

States	Certification Program Effective Now	No Certification Program Effective Now	Plans are Being Made to Require Certification in 1-3 Years	No Plans are Being Made to Require Certification
Illinois	X			
Indiana	X			
Iowa	X			
Kansas		X		X
Kentucky		X	X	
Louisiana		X	X	
Maine		X	X	
Maryland		X	X	
Massachusetts	X (available now; effective 9/28/74)			
Michigan		X		X
Minnesota	X			
Mississippi		X	X	
Missouri		X		X

TABLE I (cont.)

CURRENT AND PROJECTED STATUS OF AV PERSONNEL CERTIFICATION IN THE SEVERAL STATES

States	Certification Program Effective Now	No Certification Program Effective Now	Plans are Being Made to Require Certification in 1-3 Years	No Plans are Being Made to Require Certification
Montana		X		X
Nebraska		X		X
Nevada		X		X
New Hampshire		X	X	
New Jersey		X		X
New Mexico		X	X	
New York	X			
North Carolina	X			
North Dakota	X			
Ohio	X			
Oklahoma	X			
Oregon	X			
Pennsylvania	X			

TABLE I (cont.)

CURRENT AND PROJECTED STATUS OF AV PERSONNEL CERTIFICATION IN THE SEVERAL STATES

States	Certification Program Effective Now	No Certification Program Effective Now	Plans are Being Made to Require Certification in 1-3 Years	No Plans are Being Made to Require Certification
Rhode Island		X	X	
South Carolina		X	X	
South Dakota	X			
Tennessee		X	X	
Texas	X (written but not yet adopted)			
Utah	X			
Vermont		X	X	
Virginia		X	X	
Washington		X	X	
West Virginia		X	X	
Wisconsin	X			
Wyoming	X			

Nineteen (19) states indicated they are working on certification and hoped to have a program in 1-3 years. These states, counting D.C. as a state, are:

1. Alabama
2. Arizona
3. Colorado
4. District of Columbia
5. Georgia
6. Kentucky
7. Louisiana
8. Maine
9. Maryland
10. Mississippi
11. New Hampshire
12. New Mexico
13. Rhode Island
14. South Carolina
15. Tennessee
16. Vermont
17. Virginia
18. Washington
19. West Virginia

In Table II the characteristics of the certification program in each of the twenty-two (22) states are shown.

There are ten (10) states that do not have certification programs and are not working toward adoption of such at this time. These states are:

1. Alaska
2. California
3. Delaware
4. Kansas
5. Michigan
6. Missouri
7. Montana
8. Nebraska
9. Nevada
10. New Jersey

Summary and Conclusion

Based on the data gathered by this survey it seems that a "typical" AV personnel certification program includes a bachelors degree, a valid teaching certificate, and 2 or 3 years of teaching experience. If an average is used as typical then 15-24 hours of graduate credit in audiovisual courses and 12-21 hours of Graduate Credit in electives and related courses would be required for an AV personnel certificate.

It should be understood that many state certification programs use endorsements or riders which are attached to the basic teaching certificate. In such cases a new certificate is not issued for the AV speciality, instead an endorsement or rider is simply attached to the basic teaching credential.

In order to help foster better understanding of and to disseminate more complete information concerning the various AV personnel certification programs in existence in the various states at this time, Appendix B holds the certification program for each of the twenty-two (22) states that currently have AV personnel certification.

Please bear in mind that changes and revisions are being made constantly, therefore, the certification programs as outlined in Appendix B for each state is in no way official or binding.

Based on the letters received with the return of the questionnaire, the telephone calls, and the data presented in Table I and Table II several conclusions are made.

1. Certification of Audiovisual specialists, learning resource specialists educational media specialists, continues to be an issue of considerable concern to a majority of the states. Forty (40) states either have certification programs or will have, according to current plans, in 1-3 years.
2. The "unified" or combined "print/non-print" certificate is becoming more evident. Of nine (9) new certification programs made available since 1970, five (Oregon, Florida, South Dakota, Texas and Illinois) require or recommend that courses be taken in both the print and non-print areas and one of the existing certification programs in Minnesota was enlarged to include both areas. Prior to 1970 only two certification programs (North Dakota and Indiana) listed any courses required or recommended in both print and non-print areas.
3. The "typical" AV Certificate includes:

   A. A Bachelor's Degree
   B. A valid teachers certificate
   C. 2 - 3 years of teaching experience
   D. 15 - 24 graduate credits in AV
   E. 12 - 21 graduate credits in related areas.

TABLE II

CHARACTERISTICS OF EXISTING STATE CERTIFICATION PROGRAMS FOR AV PERSONNEL

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Arkansas (effective 9/1/72)	Media Specialist (K-12)	Bachelor's	X	Directed teaching or 3 years classroom	12	18
Connecticut	Intermediate Administrator or Supervisor-Provisional	Master's	X	5 years teaching experience (at least 3 of which must be in public schools in the U.S.)	15 above Master's	
Florida	EDUCATIONAL MEDIA SPECIALIST					
	Rank 3	Bachelor's	X	—	24 combined in print and non-print	
	Rank 2	Master's	X	—	30 combined in print and non-print	
	Rank 1	Doctoral	X	—	36 combined in print and non-print	
Hawaii	MEDIA SPECIALIST CERTIFICATE					
	Basic	Bachelor's	X	Student teaching or 1 year	21	
	Professional	Master's or Bachelor's plus 30	X	Student teaching or 1 year	21	

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Idaho	Education Media Generalist	Bachelor's	X	internship or student teaching, or 3 years of classroom teaching	24	6 hours in certain related areas may be used in lieu of 6 hours of AV courses
Illinois	Instructional Media Specialist	Bachelor's	X	——	24 combined in print and non-print	
	Audiovisual Coordinator	Bachelor's	X	——	9	
	Media Specialist	Bachelor's	X	——	32 combined in print and non-print	
	Audiovisual Specialist	Bachelor's	X	——	32	
Indiana	Supervisor of School Libraries & Instructional Materials Service -Provisional-	Master's	X	3 years as a school librarian		10-Library Science 9-12 related areas
	Audiovisual Supervisor	Master's	X	3 years	10 beyond requirements for professional endorsement (professional endorsement 60 hrs. beyond BA)	10

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Iowa	Educational Media Specialist	Master's	X	yes		
Massachusetts (available now-effective 9/28/74	Audiovisual Media Specialist	Bachelor's	X	——	30 in AV and related areas	
Minnesota	Audio-Visual Director	four year degree	X	2 years teaching experience	10	have earned credits in: 1. Educational Administration 2. Elementary School Curriculum 3. High School Curriculum 4. Supervision and improvement of instruction
	Audio-Visual Coordinator	four year degree	X		one course in AV methods one course in AV administration	at least one course any two areas above
New York	Audiovisual Educational Communications	Master's or 30 hours of graduate study	X	3 years supervisor or 5 years administrator		

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
North Carolina	Audiovisual Directors	Master's	X	3 years teaching	9	9 - specific requirements 12 - as electives
		6th year level	X	3 years teaching experience within the past 5 years	9 (plus 30 graduate hours) (beyond Master's)	9 - specific requirements 12 - as electives
North Dakota	Library (only)	Bachelor's	X	recommend classroom teaching		16 - Library Science
	Library - AV Combination	Bachelor's	X	1 or more years classroom teaching	10	16 - Library Science
	Audiovisual (only)	Bachelor's	X	1 or more years classroom teaching	12	
	Media Director	Master's	X	1 or more years classroom teaching	10	12 (+16 Library Science) (applicant must meet requirement for Library-AV combination above)

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Ohio	Supervisor of AV	5th year or Master's	X	2 years	15 - 20	must meet requirements for supervisors certificate
Oklahoma	Audiovisual Specialist --- Standard Certificate	B.A. and formal admission to graduate study in an approved program for the certificate	X	2 years	15 - (12 of these must be above the Bachelor's degree)	15 above the Bachelor's degree
	Provisional Certificate	B.A. and formal admission to graduate study in an approved program for the certificate	X	2 years	10 - (7 of these must be above the Bachelor's degree)	8
	Temporary Certificate	B.A.	X	2 years	8: -- 5 of which must be above the B.A. degree -- 1 course must be in AV utilization or AV production -- the balance may be electives from related areas	

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Oregon	EDUCATIONAL MEDIA					
	Basic Norm	Bachelor's	X	———	21 combined in print and non-print	
	Standard Norm	Bachelor's	X	———	36 combined in print and non-print	
South Dakota	MEDIA PERSONNEL					
	Level II Accreditation	Bachelor's	X	———	10 combined in print and non-print	
	Level I Accreditation	Bachelor's	X	———	15 combined in print and non-print	
	Level I Exemplary	Bachelor's	X	———	Librarians - 18 in Library Science AV Specialist - 12 in AV	
Texas (written and proposed but not yet adopted	LEARNING RESOURCES SPECIALIST					
	L.R.S. I	Bachelor's	X	———	18 combined in print and non-print	
	L.R.S. II	Masters	X	3	12 combined in print and non-print 6 in "outside" electives	
	L.R.S. Administrator or Supervisory	Masters	X	3 years at I or II	6 in "outside" electives 6 combined in print and non-print Supervisory or Administrator Certificate	

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Utah	Professional Certificate Instructional Media Endorsement	Master's or 55 quarter hours of graduate credit (beyond B.S.)	X	3 years in education - 1 year must be in classroom	30 quarter hours	25 quarter hours
	Basic Professional Certificate - Instructional Media Endorsement	Bachelor's	X		12 quarter hours	
Wisconsin	Audiovisual Director - Media Specialist	Bachelor's	X	3 years teaching	12	2
	Audiovisual Coordinator- Media Specialist	Bachelor's	X		4	

TABLE II
(con't)

State	Name of Certificate	Degree	Teachers Certificate	Experience(years)	Number of Hours in AV	Number of Hours in Related Areas
Wyoming	AUDIOVISUAL					
	Initial	Bachelor's	X	0	12	
	Standard	Bachelor's	X	3-5	18	5
	Professional	Bachelor's	X	5-8	15-30	5
Pennsylvania	Educational Media Specialist	Bachelor's	X	3 years	21	

APPENDIX A

TEMPLE UNIVERSITY
COLLEGE OF EDUCATION
PHILADELPHIA, PENNSYLVANIA 19122

DEPARTMENT OF EDUCATIONAL MEDIA

Dear

The Certification Committee of the PEMS Commission, AECT, is conducting a nation-wide survey concerning certification requirements for public school audiovisual personnel. If your state has adopted a certification program for audiovisual personnel please send me one (1) copy of the requirements. If no program is in effect at this time, please mark the appropriate blank below and return this letter in the enclosed self-addressed, stamped, envelope.

_____ 1. No certification program is currently in effect.

_____ 2. No plans are being made for the certification of audiovisual personnel in our state at this time.

_____ 3. Plans are being made for a certification program that will become effective within the next 1-3 years.

With your cooperation a comprehensive nation-wide status report will be made available at the Convention in Minneapolis in April.

Thank you for your time, effort and thoughtfulness in this matter.

Sincerely,

Dr. Wm. F. Grady
Chairman, Certification Committee
PEMS Commission, AECT, NEA

APPENDIX B

ARKANSAS

The following excerpt is taken from a publication entitled Laws and Regulations Governing the Certification of Teachers, Administrators, and Supervisors, Bulletin VI, effective September 1, 1972.

C Specialists Certificates K-12 (valid for six years and based on a minimum of a Bachelor's Degree).

Professional Requirements: Education - 18 semester hours must include (1) study of the school, of the learning processes, and of teaching, and (2) directed teaching - six semester hours.

Media Specialist (K-12)----------12 sem. hours

Selection, utilization and evaluation of instructional materials and equipment----------3 sem. hours

Administration of media materials-------3 sem. hours

Production of media materials----------3 sem. hours

Electives in audio-visual----------3 sem. hours

CONNECTICUT

In Connecticut AV personnel are certified under the certificate for Intermediate Administrator or Supervisor-----Provisional.

The following excerpt is from the document Amendment of Certification Regulations (Administrative and Supervisory) published by the Connecticut State Department of Education, Bureau of Federal--State--Local Relations, Hartford.

Intermediate Administrator or Supervisor - Provisional

Sec. 10-146-60 This certificate, or the certificate as superintendent of schools, shall be required for all administrative and supervisory positions in Connecticut public schools (except state vocational-technical schools, technical institutes, state colleges and public community colleges) including principal, supervisor of instruction, curriculum coordinator, assistant superintendent of schools, administrative or other special assistant to the superintendent of schools, supervisor or consultant in special subjects or fields, supervisor of academic subjects, system director of guidance or other special services, full-time director of adult education, or similar positions. It shall be required for the assistant to a person serving in any such position, if more than twenty per cent of the assigned duties of such assistant involves administrative or supervisory responsibilities.

Sec. 10-146-61 To receive a provisional certificate as an intermediate administrator or supervisor, an applicant shall establish, by procedures described in section 10-146-2 of the regulations of Connecticut State agencies, that he meets the following requirements:

(a) Holds a permanent or a standard Connecticut teaching certificate; or holds or is eligible for a provisional Connecticut teaching certificate, and meets all course requirements for a standard Connecticut teaching certificate; and holds a master's degree from an approved institution. For purposes of this section, "teaching certificate" means a certificate for professional service in the public schools.

(b) Has completed five years of successful teaching experience, at least three of which shall have been in public schools in the United States, in a position or positions requiring certification in the state in which he was employed, or in a position or positions which would have required certification had the service been in Connecticut public schools. Consideration may be given toward fulfillment of the requirements of this subsection to applicants who have completed, as part of a planned program of preparation, a substantial period of internship in areas appropriate to the professional career objectives of the applicant, under the supervision of the recommending institution.

(c) (1) Presents the recommendation of an accredited college or university approved in Connecticut for the preparation of administrative and supervisory personnel. The recommendation shall state that the applicant is personally and professionally qualified to serve as a public school administrator or supervisor, and that he has completed an appropriate program at the institution specifically for school administration and supervision. The recommendation shall include a statement of the particular administrative or supervisory position which has been emphasized in the preparation. The program on which the institutional recommendation is based shall aggregate not less than fifteen semester hours of graduate study in addition to the master's degree, taken at the recommending institution.

(2) The recommendation of an institution at which the applicant has completed no study appropriate to a program of preparation for school administration or supervision within eight years immediately preceding the date of the application shall not be considered valid.

(3) Special consideration for waiver of the recommendation may be given to individual applicants who present satisfactory evidence of not less than three years of successful experience in public school administration or supervision in another state, provided at least two years of such service shall have been completed within five years immediately preceding the date of the application.

(d) Has completed, in his total post-baccalaureate program, study in each of the following areas:

(1) Foundations of education (historical, philosophical, sociological, etc.);

(2) Psychological foundations of learning;

(3) Curriculum development with emphasis appropriate to the professional career objective of the applicant;

(4) Educational administration and supervision, with emphasis appropriate to the professional career objective of the applicant;

Mere completion of courses appearing to meet the requirements shall not be accepted as prima facie evidence that the applicant meets requirements. Compliance with subsection (c) of this section is an absolute prerequisite to acceptance of the total program of preparation.

FLORIDA

The following excerpt is taken from a document entitled Educational Media Specialist (grades 1-12) which is a change in Plan B of the present specialization requirements. (This program has not been made effective as of this writing date.)

Specialization requirements for certification as an educational media specialist:

(1) Rank III Certificate

(a) A Bachelor's degree with a major in

1. Educational Communications including:

--audiovisual education
--media design and production
--radio and television
--or combinations of these majors

2. Library Science

OR

(b) A Bachelor's degree with twenty-four (24) semester hours in educational media including the areas specified below:

1. Nine (9) semester hours in selection of and utilization of media including: analysis, evaluation, selection and design of printed and audiovisual media; procedures for the utilization of media by students and teachers; criteria for the selection of media, knowledge of media and their sources.

2. Three (3) semester hours in functional operation of the school media center including: principles, goals and programs of the school media center; the role and relationship of the school media center to the total school program; techniques of school media center operation; staff relationships both in the media center and the school; and the professional role of the media specialist.

3. Three (3) semester hours in bibliographic control including: skills and understandings of basic bibliographic principles and practices; aims of cataloging, classification, storage, and retrieval of information, practice in analyzing, classifying, and cataloging all types of media; techniques of interpreting the use of the media catalog.

4. Three (3) semester hours in design and production of various types of educational media including: graphics, cinematography, photography, and television and radio programs.

(2) Rank II Certificate

(a) A Master's degree with a graduate major in

1. Educational Communication including:

--audiovisual education
--media design and production
--radio and television
--or combinations of these majors

2. Library Science

OR

(b) A Master's degree with thirty (30) semester hours in educational media including the areas specified above for the Rank III certificate covering educational media.

(3) Rank I Certificate

(a) A Doctor's degree with a doctoral major in

1. Educational Communication including:

---audiovisual education
---media design and production
---radio and television
---or combinations of these majors

2. Library Science

OR

(b) A Doctor's degree, with thirty-six (36) semester hours in educational media including the areas specified above for the Rank III Certificate covering educational media. At least six (6) of the thirty-six (36) semester hours must be earned at the graduate level.

HAWAII

The following excerpt is taken from a document entitled Media Specialist Certificate dated January 25, 1971.

I. Basic Specialist Certificate

The Basic Media Specialist Certificate may be issued when the applicant meets one of the following requirements (A or B):

A. Bachelor's degree from an accredited institution with a designated major in educational communications which includes course work in curriculum and instructional methods OR

B. All of the following:

1. Bachelor's degree

a. Eighteen semester hours of professional education credits.
b. Thirty semester hours of educational communication and library science credits (21 semester hours in educational communication and 9 semester hours in library science).

2. Student teaching or one year of satisfactory teaching experience or one year of satisfactory experience in a school or other media center with responsibilities comparable to that of a school media center.

II. Professional Specialist Certificate

The Professional Media Specialist Certificate may be issued when the applicant meets one of the following requirements (A or B):

A. Master's degree from an accredited institution with a designated major in educational communication which includes course work in curriculum and instructional methods OR

B. All of the following:

1. Bachelor's degree plus 30 semester hours.

a. Twenty-four semester hours of professional education credits, of which six semester hours must be graduate credits.
b. Thirty semester hours of educational communication and library science credits (21 semester hours in educational communication and 9 semester hours in library science).

2. Student teaching or one year of satisfactory teaching experience or one year of satisfactory experience in a school or other media center with responsibilities comparable to that of a school media center.

IDAHO

The following excerpt is from the document Idaho Certification, Professional Personnel, 1969, Department of Education, Boise.

General Endorsements for Teaching Certificates

Either a Standard or Advanced Elementary Certificate or a Standard or Advanced Secondary Certificate may receive the education media generalist endorsement, the school librarian endorsement, or the driver education endorsement by fulfilling the requirements below:

EDUCATION MEDIA GENERALIST

Not less than twenty-four semester credit hours in the general field of educational media, at least twelve hours of which must be in the areas of selection, organization, and administration of educational materials. Up to six semester credit hours in the subject areas listed below, beyond any such hours which may be required for qualification for the Standard Certificate, may be substituted for an equal number of hours in the field of educational media for the purpose of meeting the requirements for this endorsement.

- Philosophy of Education;
- Educational Administration;
- Curriculum Design or Development;
- Pedagogy or Methods of Instruction;
- Educational Psychology or Theory of Learning;
- Child or Adolescent Psychology;
- Communications;
- Graphic Arts.

STANDARD ELEMENTARY

A Standard Elementary Certificate may be issued by the State Board of Education to any person of good moral character who has a Bachelor's Degree from an accredited college or university and meets the following specific requirements:

1. A minimum of twenty-four semester (thirty-six quarter) credit hours in the philosophical, psychological, and methodological foundations and in the professionalized subject matter of elementary education which must include not less than six semester (nine quarter) credit hours of elementary student teaching. (Must have some credit in all areas.) Three years' satisfactory and successful experience as a teacher in the elementary school may be

substituted for the student teaching requirement. (College credit is not allowed for experience, and driver education is not applicable to professional education credit.)

2. A minimum of forty-two semester (sixty-three quarter) credit hours in general education selected from the following areas: the humanities, the social sciences, the fine arts, mathematics, the physical sciences and/or the biological sciences and language skills.

These forty-two semester (sixty-three quarter) credit hours will include:

- Twelve semester (eighteen quarter) credit hours of English, including composition and literature;
- Twelve semester (eighteen quarter) credit hours of social science, including American history and/or government. (Psychology will not satisfy this requirement.)
- Eight semester (twelve quarter) credit hours in two or more areas of natural science. (Psychology will not satisfy this requirement.)
- Three semester (four quarter) credit hours of fine arts (music or art);
- Six semester (nine quarter) credit hours in fundamental arithmetic;

3. This certificate is valid for a period of five years and is renewable. (See Administrative Regulation relating to recency of credit.)

ADVANCED ELEMENTARY

An Advanced Elementary Certificate may be issued by the State Board of Education to any person of good moral character who meets the requirements for the Standard Elementary Certificate and, in addition, has a Master's Degree from an accredited institution with a major in the field of elementary education or has completed an approved fifth year program of study from an accredited institution with a major in the field of elementary education.

This certificate is valid for a period of five years and is renewable.

STANDARD SECONDARY

A Standard Secondary Certificate may be issued by the State Board of Education to any person of good moral character who has a Bachelor's Degree from an accredited college or university and meets the following specific requirements:

1. A minimum of twenty semester (thirty quarter) credit hours in the philosophical, psychological, and methodological foundation of education which must include not less than six semester (nine quarter) credit hours of secondary student teaching. (Must have some credit in all areas.) Three years' satisfactory and successful experience as a teacher in the secondary school may be substituted for the student teaching requirement. (College credit is not allowed for experience, and driver education is not applicable to professional education credit.)

2. Preparation in at least two fields of secondary teaching--a major subject of at least thirty semester (forty-five quarter) credit hours and a minor subject of at least twenty semester (thirty quarter) credit hours. Preparation of not less than forty-five semester (sixty-seven quarter) credit hours in a single area may be used in lieu of a major and minor field.

This certificate is valid for a period of five years and is renewable. (See Administrative Regulation relating to recency of credit.)

ADVANCED SECONDARY

An Advanced Secondary Certificate may be issued by the State Board of Education to any person of good moral character who meets the requirements for the Standard Secondary Certificate and, in addition, has:

1. A Master's Degree or completed approved fifth year program of study from an an accredited institution, the program for which must include at least:

- Eight semester (twelve quarter) credit hours in professional education.

- Eight semester (twelve quarter) credit hours in a teaching field or area of educational service.

This certificate is valid for a period of five years and is renewable.

ILLINOIS

The following data is taken from Section 13-3 Standards for Media Services and Guidance Personnel, Nurses and Teachers.

13-3.1 Preparation of Persons Providing Media (Instructional Materials) Service (See Section 12-4 with reference to the nonretroactive policy applied to the qualifications of professional personnel.)

Position		Recognition Requirements
13-3.1A	The instructional media specialist: responsible for both library and audio-visual services	Certificate: Teacher Work in Special Field: 24 semester hours with at least 9 in audio-visual and 15 in library science, including training in administration, organization, selection, production, and communications
13-3.1B	School librarian responsible for library services.	Certificate: Teacher Work in Special Field: 18 semester hours in library science including organization and administration, cataloging and classification, reference, and materials (elementary or secondary level)
13-3.1C	Audiovisual coordinator: responsible for audiovisual services	Certificate: Teacher Work in Special Field: 9 semester hours in audiovisual education
13-3.1D	Media (instructional materials) Specialist: Works with students, teachers, and media (Instructional materials, school library, and audio-visual) personnel	Certificate: Teacher or Standard Special with media (instructional materials) Teaching endorsement Work in Special Field: 32 semester hours in media (instructional materials, library science, audio-visual) including training in administration, organization, selection, production, and communications
13-3.1E	School library specialist: Works with students, teachers, and school library services	Certificate: Teacher or Standard Special with School Librarian Teaching Endorsement Work in Special Field: 32 semester hours in library science

	Position	Recognition Requirements
13-3.1F	Audiovisual specialist: Works with students, teachers, and audio-visual services	Certificate: Teacher or Standard Special with Audiovisual Specialist Teaching Endorsement Work in Special Field: 32 semester hours in audiovisual education.

INDIANA

The following excerpt is from the document, Certification for School Service Personnel, Department of Public Instruction, Indianapolis.

Certification for School Services Personnel

I. The School Services Personnel Certificate, Provisional

The School Services Personnel Certificate, Provisional, qualifies the holder to perform the school service endorsed on the certificate in the public schools of Indiana for five years from date of issue. Applicants will be qualified for the School Services Personnel Certificate, Provisional, when they:

Complete the required graduate level program for the school service area in which endorsement is sought.

Hold the advanced degree required for the school service area in which endorsement is sought. This will be a master's degree (unless otherwise designated) in teacher education from an institution of higher education accredited to offer graduate programs in school services.

Have professional certification for teaching in the public elementary, junior high, or secondary schools of Indiana, or specified equivalency.

Are recommended for the School Services Personnel Certificate, Provisional, by the institution of higher education in which the qualifying program has been completed.

. . . . .

G. Endorsement for Supervisor of School Libraries and Instructional Materials Service.

1. Candidates for endorsement for Supervisor of School Libraries and Instructional Materials Services, Provisional, will meet the general requirements for the School Services Personnel Certificate, Provisional.
   a. Candidates will have three years of experience as a school librarian.
2. The minimum program for endorsement for Supervisor of School Libraries and Instructional Materials Services is:
   a. Ten semester hours of graduate credit in library science distributed in the following areas.
      (1) Selection and use of printed and audiovisual materials
      (2) Preparation of printed and audiovisual materials
      (3) Advanced problems of supervision and administration in school libraries and/or instructional materials centers.
   b. Nine to twelve semester hours of graduate credit from the following areas:
      (1) School administration and/or supervision
      (2) History and/or philosophy of education
      (3) Educational psychology and/or measurement and evaluation.
   c. Electives in library science and/or closely related areas.

. . . . .

K. Endorsement for Audiovisual Supervisor

1. Candidates for endorsement for Audiovisual Supervisor will meet the general requirements for School Services Personnel Certificate, Provisional.
   a. Candidates will hold an endorsement for either Audiovisual Communications, Professional, or School Libraries and Audiovisual Services, Professional.
2. The minimum program for endorsement for Audiovisual Supervisor is:
   a. Ten semester hours in audiovisual communications beyond the requirements for professional endorsement in audiovisual communications, distributed over the following areas: Utilization, selection, and circulation of audiovisual materials; preparation of audiovisual materials (including graphics, projected and non-projected materials, radio and television programs); and administration of audiovisual materials programs.
   b. Ten semester hours of education courses distributed over the following areas: School administration, curriculum, supervision, educational psychology, philosophy and measurement and evaluation.
   c. Electives in related areas to strengthen the candidate's competencies in the general area of instructional materials.

II. The School Services Personnel Certificate, Professional

A. The School Services Personnel Certificate, Professional, is valid for life unless revoked for cause.
B. Minimum qualifications for the School Service Personnel Certificate, Professional, are:
   1. Three years of experience, subsequent to its issue, as a practitioner in the area in which the candidate holds endorsement on the School Services Personnel Certificate, Provisional.
   2. A total of sixty semester hours of graduate credit above the baccalaureate degree in the area of specialization or cognate areas in school services unless a higher degree or specific program is indicated.
   3. Recommendation of the institution of higher education in which the qualifying program for the professional certificate was completed.

C. The school services area or areas in which the candidate is qualified will be endorsed on the School Services Personnel Certificate, Professional.

IOWA

In Iowa as in Pennsylvania, certification is accomplished by state approved programs at institutions of higher learning.

The following excerpt is from a letter date 1-29-70 to Dr. Wm. F. Grady, Chairman, Certification Committee, from Mr. Virgil Kellogg, Audiovisual Consultant, State Department of Public Instruction, Des Moines.

> Iowa has an endorsement from EDUCATIONAL MEDIA SPECIALIST.
>
> "Authorization to provide service as an educational media specialist in kindergarten and grades one through fourteen. The applicant shall have met the requirements for a professional certificate endorsed for elementary or secondary school teaching and have completed an approved master's degree program in this special service area."

MASSACHUSETTS

The following is taken from a document entitled Certification of Audio-Visual Media Specialists.

THE COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF EDUCATION

CERTIFICATION OF AUDIO-VISUAL MEDIA SPECIALISTS

Any person who shall have been employed as an audio-visual media specialist prior to September 28, 1971 in a Massachusetts public school is exempt from certification as an audio-visual media specialist.

Anyone certified for employment in a Massachusetts public school or legally exempt by virtue of service prior to July 26, 1951, and who is employed as an audio-visual media specialist and who prior to September 28, 1974, requests certification as an audio-visual media specialist, shall be so certified if he presents a letter from the superintendent of schools of the employing school district validating an employment.

AUDIO-VISUAL MEDIA SPECIALIST CERTIFICATION REQUIREMENTS
Effective September 28, 1974

1. Bachelor's or higher earned degree from an accredited or approved college or university.

2. A teaching certificate valid for service in Massachusetts public schools.

3. A candidate shall submit evidence of his completion of thirty semester hours of media preparation including the following areas:

   Audio-Visual Media Design and Preparation
   Administration of Audio-Visual Media Services
   Selection and Utilization of Instructional Materials
   Learning and Communication Theory
   Cataloguing and Classification of Instructional Materials

MINNESOTA

The following excerpt is taken from the document, The Administrative Manual for Minnesota Public Schools, 1966 edition and Code VI--A--2e, August 3, 1959, Rev. 9-67.

EDU 344 AUDIO-VISUAL DIRECTORS AND COORDINATORS

(a) Director's Certificate of Qualifications

1. The Director of Audio-Visual Education is a teacher in charge of the audio-visual program in the entire school system. To qualify for a Director's certificate a person shall meet the following requirements:

(aa) Have a valid teaching certificate based on a four-year degree.

(bb) Have at least two years of successful teaching experience.

(cc) Have earned credits in a course in each of the following areas:

Educational administration
Elementary school curriculum
High school curriculum
Supervision and improvement of instruction

(dd) Have earned at least 10 semester hours of credit in audio-visual courses, including the areas of method, production laboratory, selection and administration.

2. Any person who has served as a half or full time director of a school system prior to the effective date of these regulations may offer such successful experience in lieu of credits in the areas listed in (a) 1. (dd) above on the basis of three years of successful experience for any two semester credit course.

3. Beginning with the school year 1962-63 all persons holding positions as Audio-Visual Directors must meet the above requirements.

(b) Coordinator's Certificate of Qualifications

1. The Coordinator of Audio-Visual Education is a teacher in charge of the audio-visual program in any single building of a school system or a school system having only one attendance unit. To qualify for a Coordinator's certificate a person shall meet the following requirements:

(aa) Have a valid teaching certificate.

(bb) Have a course in each of any two of the areas listed in (a) 1 (cc) above.

(cc) Have at least one course in Audio-Visual methods and one course in Audio-Visual Administration.

2. Any person who has served as Coordinator in a school building for three years prior to the effective date of these regulations, may offer successful experience in lieu of credits in the areas listed in (b) 1. (cc) above on the basis of two semester credits for each three years of successful experience.

3. Beginning with the school year 1962-63 all persons holding positions as Audio-Visual Coordinators must meet the above requirements.

EDU 350, MEDIA SUPERVISOR, Effective July 1, 1974

(a) Any person working at a specialized professional level in both print and nonprint areas, who is responsible for the administration of a media program and for the direction or supervision of the work of other professional personnel shall hold the Media Supervisor certificate. Minimum requirements for certification as a Media Supervisor, valid for two years are:

(1) A valid continuing certificate as a Media Generalist, or

The completion of all requirements for the continuing certificate as Media Generalist, or

The completion of all requirements for the entrance certificate as a Media Generalist and three years of supervisory experience as a media professional (library or audiovisual); and

(2) Three or more years of successful experience in the areas of media while holding a certificate valid for the position in which the media experience was obtained; and

(3) Completion of a Master's Degree in a recognized graduate school in a program approved by the State Department of Education in a college or university which has been approved for teacher education by the State Board of Education.

(aa) The approved program shall consist of not less than 18 quarter hours or the equivalent at the graduate level of work in Media in addition to that required for the Media Generalist certificate.

(bb) Each approved program shall include work to develop competencies in all of the following areas:

Supervision and improvement of instruction
General Educational Administration(Early Childhood through Grade 12
General Theory of Learning
Advanced Administration and Management of Print and Non-Print Media Activities

(cc) Programs submitted for approval shall include

Statements which relate all of the areas enumerated in (3) (bb) above to competencies to be developed.
Statements which relate competencies to be developed to components of the program.
Statements which indicate means for assessment of competencies.

(b) Upon expiration of the entrance certificate, renewal of the Media Supervisor certificate for five years is contingent upon one or more years of successful experience as a Media Supervisor while holding the Media Supervisor certificate.

(c) The continuing certificate may be renewed according to general regulations of the State Board of Education pertaining to continuing education.

Adopted by the Minnesota State Board of Education April 12, 1971

EDU 349, MEDIA GENERALIST, Effective July 1, 1974

A Media Generalist is one who is qualified to work at a specialized professional level in both print and non-print areas (library science, audiovisual education, and other emerging instructional technologies) in an elementary or secondary school or in a school district.

(a) Any person working more than half time as a specialized professional responsible for programs of instruction in both print and non-print areas shall hold a certificat as a Media Generalist. Minimum requirements for certification as a Media Generalist, valid for two years, are

(1) A valid certificate to teach in the elementary or secondary schools of Minnesota which is in force at the time of application for the certificate of Media Generalist; and

(2) Two years of successful teaching experience while holding a certificate valid for the position in which the teaching experience was obtained; and

(3) Completion of a program in media and related fields approved by the State Department of Education.

(aa) The approved program shall consist of not less than 36 quarter hours or the equivalent in media and related fields.

(bb) Each approved program shall include work to develop competencies in all of the following areas:

Guidance in reading, listening, and viewing
Print and Non-Print Teaching Methods and Materials in the Classroom
Curriculum Development (Early Childhood Through Grade 12)
Evaluation and selection of print and non-print materials
Education technology
Administration and management of print and non-print media activities
Electronic production
Non-electronic production
Reference service and materials
Classification and cataloging of print and non-print materials

(cc) Programs submitted for approval shall include

Statements which relate all of the areas enumerated in (3) (bb) above to competencies to be developed.

Statements which relate competencies to be developed to component of the program
Statements which indicate means for assessment of competencies

(b) Upon expiration of the entrance certificate, renewal of the Media Generalist certificate for five years is contingent upon one or more years of full-time successful experience, or two or more years of half-time successful experience, as a Media Generalist while holding the Media Generalist certificate.

(c) The continuing certificate may be renewed according to general regulations of the State Board of Education pertaining to continuing education.

Adopted by the Minnesota State Board of Education April 12, 1971

NEW YORK

The following excerpt is from the document, _ Report, October, 1969, The University of New York, State Education Department, Division of Educational Communications, Albany, New York, and entitled "Certification for Directors of Educational Communications."

CERTIFICATION FOR DIRECTORS OF EDUCATIONAL COMMUNICATIONS

Those who are not now certified as Instructional Administrators - Supporting Services, Directors of Educational Communications should check the new requirements for school administrators and supervisors. In April 1969, the State Board of Regents approved an amendment to the Regulations of the Commissioner of Education. The amendment is designed to make the requirements for school administrators and supervisors conform with the Education Law.

Effective September 1, 1969, two types of certification will replace the 12 areas of certification previously covered. Instead of issuing separate certificates, the superintendent of schools, supervising principal, or district principal will receive certificates valid for a school district administrator; other school administrators and supervisors will be certified as school administrators and supervisors.

Amendments to Regulations of the Commissioner of Education
Pursuant to Section 207 of the Education Law
Effective September 1, 1969

School Administrator and Supervisor. (Illustrative titles: deputy, associate, assistant superintendent, school business administrator, principal, supervisor, director, coordinator, assistant principals)

(a) Certificate required: Any person employed as the deputy, associate or assistant superintendent, or school business administrator shall hold this certificate. A person serving more than 25 percent (10 periods per week) of his time in any other administrative and/or supervisory position shall hold this certificate.

(b) Permanent certificate:

(1) The candidate shall have completed a program registered and/or approved by the Department for the preparation of administrators and supervisors; or 30 semester hours of graduate study. The 30 semester hours shall include 18 semester hours of graduate study in or related to the fields of educational administration and supervision and an approved administrative/supervisory internship under the supervision of a practicing school administrator and of a representative of a sponsoring institution of higher education.

(2) Substitution: One year of satisfactory full-time experience in an administrative or supervisory position may be substituted for the internship.

(c) Experience:

(1) Persons appointed as deputy, associate, assistant superintendent of schools, or member of a board of examiners shall have five years of teaching and/or administrative and/or supervisory experience in the public schools.

Persons appointed in other administrative and/or supervisory positions other than noted in (1) above shall have three years of approved teaching and/or administrative and/or supervisory experience.

(d) Exceptions to stated preparation:

(1) Persons employed in a position for which no certificate existed prior to the effective date of this section of regulations may be issued a statement of continued eligibility, provided that 3 years of service have been completed by the date these requirements become mandatory.

(e) Persons holding the certificate entitled School District Administrator, issued under this section, may be employed in any administrative or supervisory positoin without additonal certification.

NORTH CAROLINA

The following excerpt is from the document, Teaching in North Carolina, Certification --- Policies/Practices, October, 1969

AUDIOVISUAL DIRECTOR'S CERTIFICATE

There are two levels of preparation, the master's degree or fifth year level, and the sixth year involving an additional year of graduate study. The sixth year should be a continuation of the fifth-year program, with an increase in depth as well as variation of relative emphasis.

The master's degree program is required for a certificate, and an optional certificate is issued on the sixth year program.

a. Requirements for Issuance of Certificate on the Master's Degree

(1) Hold or be qualified to hold the Class "A" Teacher's Certificate

(2) Have three year's teaching experience within the past five years

(3) Recommendation of applicant by the preparing institution in which the major portion of graduate work was done

(4) Hold a master's degree from an institution of higher learning, with recognized graduate standards

(5) Have a minimum of thirty semester hours of graduate credit, distributed as follows:

(a) Educational Communications..... 9

Organization and administration of the audiovisual center
Production of audiovisual materials
Supervision and utilization of audiovisual materials

(b) Foundation Courses in Education..... 3

Philosophy of Education
History of Education
Principals of Education
Statistical Methods

(c) Organization and Administration..... 3

Organization and Administration of the Elementary and Secondary School
Pupil Personnel Administration and Guidance
School-Community Relations

(d) Curriculum and Supervision..... 3

The School Curriculum
Techniques of Supervision

e. Electives 12

According to individual needs, including opportunity to pursue subject-matter courses appropriate to the teaching field of the candidate.

b. Requirements for Issuing Certificates on the Sixth-Year Level

(1) Hold or be qualified to hold the Class "A" or Graduate Teacher's Certificate

(2) Have three years of teaching experience within the past five years

(3) Recommendation of applicant by the preparing institution in which the major portion of the graduate work is done

(4) Have thirty semester hours of graduate credit beyond the master's degree from an institution approved by the proper agency for two years of graduate study.

(5) The thirty semester hours of graduate credit should include advanced study in the following areas:

Educational Communications
Foundation Courses in Education
Organization and Administration
Curriculum and Supervision
Electives

NORTH DAKOTA

The following excerpt is from the document, Media Specialist Credential, Department of Public Instruction, Bismarck, North Dakota, Revised---effective July 1, 1970.

MEDIA SPECIALIST CREDENTIAL

Terminology

Administrative and organizational patterns for materials and services vary among schools as does the terminology used to describe them. We have school libraries, instructional materials centers, learning resource centers, library media centers, and others. In addition to that part of the school bearing one of these names, many schools also have a separate audiovisual department which, in turn, is designated in a variety of ways--as a communications center, audiovisual center, instructional media center, or other title. Confusion of terminology also exists with reference to the personnel, programs, and the centers or departments concerned with media.

For purposes of certification in North Dakota, the definitions developed by a Joint Committee of the American Association of School Librarians and the Department of Audiovisual Instruction of the National Education Association in cooperation with an Advisory Board consisting of representatives from thirty professional and civic associations will be used. They are as follows:

Media:	refers to all modes of communication including print and audiovisual forms and their accompanying technology.
Media program:	refers to all the instructional and other services furnished to students and teachers by the media specialists.
Media specialist:	refers to an individual who meets the requirements for teaching and who has professional preparation in educational media.

Unified Program

The philosophy of a unified program of audiovisual and printed services and resources in the individual school is one that has continuously grown and been strengthened in the last thirty years. Given adequate financial support, this fusion of resources and services provide optimum service for students and teachers. Many schools now have unified media programs. For those others that have separate audiovisual departments and school libraries, it is recommended that, whenever possible, these services be combined, administratively and organizationally, to form a unified program. New schools should start with a unified media center and program of services.

While North Dakota is working towards unified certification and unified media programs, the programs are at varying stages of evolution. There are separate library and audiovisual programs that will continue to exist because of the nature of organizational or administrative factors in the local circumstances.

In transitional as well as in traditional situations, it will be necessary to adjust professional education requirements in relation to already appointed staff. Therefore, certification will be possible in four areas of specialization as outlined in the enclosed requirements. This, no doubt, will be necessary until unified programs are more fully developed and professional courses in the audiovisual area become more readily available.

Effective July 1, 1970

REQUIREMENTS FOR THE MEDIA SPECIALIST CREDENTIAL IN NORTH DAKOTA

I. Library Only

A. Educational Requirements
1. Bachelor's Degree
2. Teacher's Certificate
3. Minor in Library Science (At least 16 semester hours)
4. Recommended: Classroom teaching experience

II. Library - Audiovisual Combination

A. Educational Requirements
1. Bachelor's Degree
2. Teacher's Certificate
3. One or more years of classroom taaching experience
4. Twenty-six semester hours in media education of which a minimum of sixteen semester hours is required in library science and ten semester hours in audiovisual education, to be selected from such courses as the following:
a. Classification and cataloging
b. Selection of media
c. Reference
d. Materials for secondary education
e. Materials for elementary education
f. Media administrators
g. Utilization of media
h. Design and production of materials
i. Learning theory
j. Special problems in media (research) - (Maximum of four semester hours)

III. Audiovisual Only*

A. Educational Requirements
1. Bachelor's Degree
2. Teacher's Certificate
3. One or more years of classroom teaching experience
4. Hold twelve semester credits distributed over the following:
a. Design and production of audiovisual materials
b. Library (cataloging)
c. Television
d. Programmed instruction
e. Selection of audiovisual materials
f. Utilization of media
g. Communication theory

* "Audiovisual Only" category does not meet requirements for person designated to be in charge of a library.

IV. Media Director

A. Educational Requirements
1. Must meet requirements as outlined for II (Library-Audiovisual Combination) plus:
2. MSLS (Master's of Science in Library Science), or Master's Degree, including graduate training of at least twelve semester hours of course work distributed over courses such as the following:
a. Educational administration
b. Elementary curriculum
c. Secondary curriculum
d. Supervision
e. School finance
f. School law
g. Educational psychology
h. Philosophy of education

EXPERIENCE CREDIT

Any person who has served as a librarian or as a director of audiovisual materials may offer such successful experience in lieu of credits with the following limitations:

1. The position must have had at least 20 percent released time for media purposes.

2. A maximum of three semester hours may be gained in this manner on the basis of two years of successful experience for one semester credit.

3. Experience must have been prior to the 1969-70 school year.

4. Experience claims are subject to evaluation by the Department of Public Instruction.

EFFECTIVE DATE

Beginning with the 1969-70 school year, all persons designated by their school officials as media specialists should meet the requirements as listed in one of the above categories.

CREDENTIAL RENEWAL

The life of the credential is a period of five years. To renew a credential when it expires, the candidate will need to meet the following minimum requirements:

1. Must earn a minimum of four semester hours (six quarter hours) of undergraduate or graduate credit. These credits may be distributed over areas of library, audiovisual education, curriculum, and communications.

2. Provide acceptable evidence of successful performance in terms of professional standards.

OHIO

The specifics of the Ohio AV personnel certification program were identified via long distance telephone call on March 20, 1970 with Dr. Clyde K. Miller, Director, Division of Instructional Materials, State Department of Education, 3201 Alberts Street, Columbus, Ohio, 43215.

Ohio is one of the seven states currently making revisions in the existing AV personnel certification program.

OKLAHOMA

The following excerpt is from the document, Audiovisual Specialist Certificate, State Department of Education, Oklahoma City, Oklahoma.

AUDIOVISUAL SPECIALIST

Standard Certificate - Minimum Essentials

Formal admission to graduate study in an approved program for the certificate and completion of 30 semester hours in appropriate graduate level courses.

A. A minimum of 15 semester hours of graduate level educational media courses. (A maximum of 3 semester hours of the 15 hours of credit may be at the baccalaureate degree level).

1. One course in each of the following:

a. Utilization - (effective use of media in the classroom).

b. Production of teacher made materials - (transparencies, charts, lettering, etc.).

c. Administration - (organization and supervision of media collections and programs).

2. Elective courses may be selected from the following:

a. Communications - (message design, audience analysis, related research).

b. Media Practicum.

c. Programmed Learning.

d. Educational Television and Radio.

e. Photographic Production.

f. Library Science.

B. A minimum of 15 semester hours of graduate level courses in the following:

1. One course in each of the following:

a. Elementary and/or secondary curriculum development.

b. Supervision of instruction.

2. Elective courses may be selected from the following:

   a. Psychology of learning.

   b. School administration.

   c. Methods of research.

   d. Measurements, statistics and/or evaluation

   e. Educational Systems Design.

   f. Computer Programming, etc.

PROVISIONAL CERTIFICATE

Formal admission to graduate study in an approved program for the certificate and completion of 18 semester hours in appropriate graduate level courses.

A. A minimum of 10 semester hours of graduate level educational media courses. (A maximum of 3 semester hours of the 10 hours of credit may be at the baccalaureate degree level).

   1. One course in each of the following:

      a. Utilization - (effective use of media in the classroom).

      b. Production of teacher made materials - (transparencies, charts, lettering, etc.).

      c. Administration - (organization and supervision of media programs and collections).

   2. Elective courses may be selected from the following:

      a. Communications - (message design, audience analysis, related research).

      b. Media Practicum.

      c. Programmed Learning

      d. Educational Television and Radio.

      e. Photographic Production

      f. Library Science.

B. A minimum of 8 semester hours of graduate level courses in the following:

   1. One course in each of the following:

      a. Elementary and/or secondary curriculum development.

b. Supervision of instruction.

2. Elective courses may be selected from the following:

a. Psychology of learning

b. School administration

c. Methods of research

d. Measurements, statistics and/or evaluation

e. Educational systems design

f. Computer programming, etc.

TEMPORARY CERTIFICATE

Eight semester hours in appropriate graduate level courses. (A maximum of 3 semester hours of the 8 hours of credit may be at the baccalaureate degree level).

1. One course in each of the following:

a. Utilization - (effective use of media in the classroom).

b. Production of teacher made materials - (transparencies, charts, lettering, etc.).

2. Balance may be selected from the following:

a. Administration - (organization and supervision of media collections and programs).

b. Communications - (message design, audience analysis, related research).

c. Programmed learning.

d. Media practicum.

e. Photographic production (motion and still).

f. Computer programming.

g. Educational television and radio.

h. Library science.

OREGON

The following data is excerpted from two papers; Desired Competencies in the Five Preparation Areas of Educational Media Norms and O.E.M.A. Certification Norms Under Consideration by the Oregon Board of Education.

The program provisions were approved as of December 3, 1971.

O.E.M.A. Certification Norms Under Consideration
by the Oregon Board of Education

K. Educational Media (Printed and audiovisual forms of communication and information and their accompanying technology.)

1. Basic norm

21 Quarter hours in a planned program designed to develop competencies with which user guidance and media services can be effectively provided. Competencies will be developed in each of the following areas: information services, administration of educational media programs, organization of educational media, selection and utilization of educational media, and design and production of educational media.

2. Standard norm

36 Quarter hours in a planned program to include the 21 quarter hours in the basic norm and 15 additional quarter hours in one or more of the areas specified in the norm requirements.

Desired Competencies in the Five Preparation Areas of Educational Media Norms

Library Science Norms Review Subcommittee

1. Information Services. To include preparation in:

   Identifying and evaluating sources of information and in supplying information to meet the personal and curricular needs of users.

2. Organization of Educational Media. To include preparation in:

   Methods of processing, cataloging, and placement of educational materials for efficient use and easy retrieval.

3. Administration of Educational Media Programs. To include preparation in:

   Developing leadership for the planning and optimum operation of the school media program.

4. Selection and Utilization of Educational Media. To include preparation in:

   a. Evaluating and selecting media and mediaware.
   b. Identifying effective procedures for the acquisition and distribution of media and mediaware.
   c. Identifying efficient methods for making media accessible and available.
   d. Identifying processes for building a quality media collection in terms of users.
   e. Assisting students, teachers, and other users to evaluate, select, and utilize appropriate media and mediaware.
   f. Utilizing instructional television and radio broadcasts to their best advantage as an integral part of classroom instruction.

5. Design and Production of Educational Media. To include preparation in:

   a. Combining basic skills in mounting, laminating, lettering, and chart preparation.
   b. Developing competency to participate in or direct graphic or photographic productions related to curriculum needs.

PENNSYLVANIA

Certification in the State of Pennsylvania is based upon state approved programs at various institutions of higher learning.

Currently the following institutions in Pennsylvania have approved programs for certifying media specialists:

Indiana University of Pennsylvania
Pennsylvania State University
Temple University
The University of Pennsylvania
University of Pittsburgh
West Chester State College
Shippensburg State College
Clarion State College

The following excerpt is from the document Regulations of the State Board of Education of Pennsylvania, Chapter 10, "Certification of Professional Personnel," Harrisburg.

10-130 Program Approval--To be authorized to conduct programs that lead to certificates for professional positions, an institution shall:

a. Be accredited by the Middle States Association of Secondary Schools and Colleges as a four-year degree-granting institution of higher learning.

b. Be evaluated and approved as a teacher-preparing institution to offer specific programs leading to certification in accordance with procedures established by the Superintendent of Public Instruction.

c. Report to the Superintendent of Public Instruction, for approval, all planned changes in previously approved programs. This report shall be made 90 days prior to the implementation of the planned changes.

10-210 General Requirements--An applicant for a certificate shall have completed, in addition to all legal requirements, a program of teacher education approved by the Superintendent of Public Instruction, and shall have the recommendation of the preparing institution.

Preparation in general education, professional education, and specialization studies shall be in accordance with standards established by the Superintendent of Public Instruction.

10-222 Instructional II (Permanent)--The Instructional II Certificate shall be a permanent certificate issued to an applicant who shall have completed three (3) years of satisfactory teaching on an Instructional I Certificate and who shall have completed twenty-four (24) semester credit hours of post-baccalaureate or graduate study at a regionally accredited institution. In addition, the applicant shall have received the recommendation of the superintendent of the school district in which his most

recent service was performed or, if the service was in a school district with a supervising principal, the recommendation of the appropriate county superintendent.

Six (6) of the twenty-four (24) semester credit hours may be satisfied through in-service programs approved by the Superintendent of Public Instruction and conducted by a school district, or a group of school districts, in cooperation with a preparing institution.

10-225 Endorsement to an Instructional Certificate--An endorsement by the Superintendent of Public Instruction shall extend an existing instructional certificate to include an additional subject or area of specialization. The applicant shall have completed an approved program and shall have been recommended by the preparing institution.

10-230 Educational Specialist Certificate--The Superintendent of Public Instruction shall issue the Educational Specialist Certificate to a person whose primary responsibility shall be to render professional service other than classroom teaching. The service shall be directly related to the personal welfare of the learner and may include service to the needs of other professional personnel working with learners.

Certificates shall be issued for Educational Specialist areas for which program approval has been granted.

The Educational Specialist Certificate shall be issued on three levels.

INSTRUCTIONAL MEDIA SPECIALIST
K-12

The instructional media specialist is concerned with the improvement of the learning processes and instruction through the use of appropriate instructional media by teachers and pupils. The specialist provides the philosophical and technical consultative services to assure more effective use of available media.

The following standards pertain to college programs for the preparation of instructional media specialists:

STANDARD I — The program shall require previous, or concurrent, acquisition of a valid permanent instructional certificate.

STANDARD II — The program shall provide studies and experiences which will increase the candidate's ability to:

a. evaluate the learners' instructional media requirements.
b. write measurable behavioral objectives for intended learnings of pupils
c. identify learning strategies of pupils

STANDARD III — The program shall assure specialist competencies in production techniques, operational techniques, organization of programs and administrative-supervisory practices related to instructional media services for a school or school system.

STANDARD IV	The program shall include studies and experiences in group processes which develop leadership techniques for working with teachers, pupils, and administrative-supervisory personnel.
STANDARD V	The program shall assure increased comprehension of the principles of curriculum, and the application of instructional media techniques to the curriculum.
STANDARD VI	The program shall provide studies and experiences which develop knowledge of effective media which is unique for specific minority groups in our pluralistic culture.
STANDARD VII	The program shall assure completion of supervised school experiences in the various roles of a classroom teacher and educational media specialist.

January 1970

SOUTH DAKOTA

The following data is taken from a document entitled Qualifications for Media Personnel.

QUALIFICATIONS FOR MEDIA PERSONNEL

Level II Accreditation: A qualified media specialist who holds a teaching certificate with ten semester hours in library science of which two to three hours must be in audio visual courses.

Level I Accreditation: A qualified media specialist who holds a teaching certificate with 15 semester hours in library science of which four to six hours must be in audio visual courses.

Level I Exemplary Accreditation: Must meet or exceed NCA Criteria.

NCA Criteria for Accreditation: Librarians shall meet the classroom teacher requirements with reference to degree and professional preparation and also shall have a minimum of 18 semester hours of library science. Persons employed principally as audio visual specialists shall have at least 12 semester hours of credit in this field.

TEXAS

The following is excerpted from the Proposed Certification for Learning Resources Specialists.

Joint proposal - March, 1971. Texas Association of School Librarians and Texas Association of Educational Technology.

Class Title	Description of Positions Assigned to Class Title	Required Preparation and Education
Learning Resources Specialist I	Supervises a school Learning Resources Center or funtions as one of several Learning Resources Specialists on a major campus or in a district center.	Provisional Certificate
Learning Resources Specialist II	Supervises a Learning Resources Center on a major campus or functions as one of several Learning Resources Specialists in a district or regional center.	Professional Certificate
Learning Resources Supervisor or Administrator	As provided in the Texas State Public Education Compensation Plan.	Fully Certified as Learning Resources Specialist, Supervisor or Administrator

THE PREPARATION OF LEARNING RESOURCES SPECIALISTS

A. THE PROVISIONAL LEARNING RESOURCES SPECIALISTS CERTIFICATE

The Provisional Learning Resources Specialist Certificate shall be issued for five years and shall be renewable upon completion of six semester hours leading to the professional learning resources certificate. The Provisional Learning resources specialist certificate shall be issued upon the recommendation of an approved college to a person who:

1. Has completed an approved teacher certification program
2. Has completed a bachelor's degree
3. Has demonstrated satisfactory performance in competencies stipulated by the profession
4. Has completed the following program

The program for the Provisional Learning Resources Specialist Certificate shall include 18 semester hours (at least 12 of which shall be graduate credit) which shall provide minimum preparation for the campus unit level. The program shall include the following:

1. Nine semester hours in general learning resources courses which shall provide the knowledge, skill, and techniques concerned with organization, evaluation, selection, administration, and utilization of learning resources in all formats applicable to the campus unit level.
2. Six semester hours in specialized learning resouces courses concerned with:
   a. Design and local production of instructional materials
   b. Instructional design and curricular development employing media to accomplish specific objectives.
3. Three semester hours in learning resources concerned with materials in all formats for children and/or young adults.

B. THE PROFESSIONAL LEARNING RESOURCES SPECIALIST CERTIFICATE

This certificate shall be issued upon the recommendation of an approved college to a person who:

1. Has completed requirements for the Provisional Learning Resources Specialist Certificate
2. Has completed a master's degree
3. Has completed three years of successful teaching in an approved school--at least one year of which shall have been in a learning resources center
4. Has demonstrated a satisfactory level of performance in competencies stipulated by the profession
5. Has completed the following program

The program for the Professional Learning Resources Specialist Certificate shall include 18 semester hours at the graduate level which shall provide preparation for supervision of a learning resources center on a major campus unit level, or a supervised position at the district or regional level. The program shall include the following:

1. Specialization--twelve semester hours in either (1) educational technology or (2) library and information sciences.
   a. The educational technology program includes, but shall not be restricted to, the following areas:
      ..message design, media production, photographic processes
      ..communications theory and applications
      ..instructional systems: design and implementation
      ..management theory and applications
      ..physical facilities: design and equipment specifications
      ..research methods

..sociological aspects of mass media

..television

..computer assisted instruction

..specialized instructional resources electives

..internship or practicum

b. The library and information sciences program includes, but shall not be restricted to, the following areas:

..information science

..automation and technology

..organizational systems: relationships and articulation; design and analysis

..research methods, statistics

..management theory and practices

..communications theory and practices

..information networks

..specialized instructional resources electives

..internship or practicum

2. Resource Area: 6 semester hours which shall be outside the professional specialization and which should include professional development and leadership in the areas of curriculum structure and practices, student growth and development, instructional methods, psychology, and related areas.

C. THE LEARNING RESOURCES SUPERVISOR OR ADMINISTRATOR CERTIFICATE

This certificate shall be issued upon the recommendation of an approved college or university to a person who:

1. Has completed the requirements for a professional learning resources specialist certificate

2. Has completed an additional six semester hours of graduate work in the area of learning resources specialization beyond the professional certificate.
3. Has completed the requirements in supervision for a supervisor's certificate or in administration for an administrator's certificate.
4. Has completed six semester hours of electives on the graduate level outside the area of specialization.
5. Has completed three years of successful experience as a learning resouces specialist, or the equivalent.
6. Has demonstrated satisfactory levels of performance in competencies stipulated by the profession.

UTAH

The following excerpt is taken from two documents; (1) Requirements for Professional Certificate, Instructional Media Endorsement, and (2) Requirements for Basic Professional Certificate, Instructional Media Endorsement, Utah State Board of Education, Division of Instructional Media, Salt Lake City, Utah.

TP 22768

Requirements for

PROFESSIONAL CERTIFICATE

INSTRUCTIONAL MEDIA ENDORSEMENT

An applicant for a Professional Instructional Media Certificate for elementary or secondary schools must present evidence:

1. That he has met requirements for a teacher's certificate for the appropriate level to which he is assigned.

2. That he has completed a master's degree from an approved program or fifty-five quarter hours of approved graduate credit including:

3. Thirty quarter hours of media classes with some study in each of the following areas:

   a. Cataloging and classification of all types of media

   b. Selection and utilization of print materials

   c. Selection and utilization of AV materials

   d. Selection and utilization of Educational TV

   e. Selection and utilization of programmed materials

   f. Organization and procedures (Administration)

   g. Production of audiovisual materials

   h. Mass media

   i. Information retrieval and data processing

   j. Human and public relations

   k. Leadership and supervision

   l. Communication theory

4. That he has at least three years of successful experience in education, one year of which must be as a classroom teacher.

5. That he has the recommendation of an approved institution.

TP 22768

Requirements for

BASIC PROFESSIONAL CERTIFICATE

INSTRUCTIONAL MEDIA ENDORSEMENT

An applicant for a Basic Professional Certificate with the Instructional Media Endorsement for elementary or secondary schools must prevent evidence:

1. That he has met requirements for a teacher's certificate for the appropriate level to which he is assigned.

2. That he has a minimum of twelve quarter hours of Media classes with some study in each of the following areas:

   a. Cataloging and classification

   b. Organization and procedures

   c. Production of audiovisual materials

   d. Selection and utilization of print materials

   e. Selection and utilization of non-print materials

3. May be renewed by presentation of nine quarter hours of credit which will apply toward the Professional Certificate with instructional media endorsement.

WISCONSIN

The following excerpt is taken from the document, Wisconsin Administrative Code, State Department of Public Instruction, Madison.

WISCONSIN ADMINISTRATIVE CODE

AUDIOVISUAL DIRECTOR - Media Specialist

This classification shall apply to those who direct, administer, and/or provide those advisory, production and distribution services which implement teaching-learning situations with media in an organized fashion within an entire school system. The term "Media" includes all technological aids to the instructional program such as films, recorded materials, radio, television, and other modern communication devices and materials such as pictures and graphics, three-dimensional materials, etc.

Persons will qualify as Audiovisual Directors (Media Specialists) who offer credits in the courses listed under "B" below. Qualifications for a Director's Certificate:

A. General Requirements

1. Must possess a valid teaching certificate based on a four-year degree.

2. Should have at least three years of successful teaching experience.

B. Educational Requirements - minimum of 15 semester hours

1. A course or courses in Curriculum - minimum of 2 semester hours. (A person qualifying with elementary school teaching experience will meet this requirement by acquiring credit in a high school curriculum course. A person with high school teaching experience will qualify with an elementary school curriculum course.)

2. Courses in Audiovisual Instruction (Educational Media) - Minimum of 12 semester hours.

   a. Methods - basic Audiovisual Course
   b. Production of Audiovisual Materials
   c. Administration (Audiovisual)
   d. Electives (Such courses as ETV, Programmed Learning, Motion Picture Production, Radio, Photography, etc.)

A three-year Provisional Certificate may be granted to an individual without meeting the course requirements providing:

1. The applicant has served as an Audiovisual Director for a period of three years prior to 1967 with one-fourth or more released time devoted to such duties.

AUDIOVISUAL COORDINATOR - Media Specialist

a. Percentage of time is determined by actual released time from classroom or study hall duties for organized audiovisual activities. For example: If the audiovisual assignment is for two periods in a seven-period day, percentage of time is 2/7 or 28%.

2. He is presently designated as an Audiovisual Director with one-fourth or more released time for such duties.

Such Provisional Certificate may be renewed in three-year periods by completing satisfactorily two or more courses from B-2 (above) within each three-year period.

This classification shall apply to those who provide those adivsory, production, and distribution services which implement teaching-learning situations with media in an organized fashion within a single building housing a typically organized grade unit of a school system, such as an elementary school, a junior high school, or a senior high school.

The term "Media" includes all technological aids to the instructional program such as films, recorded materials, radio, television and other modern communications devices and materials such as pictures and graphics, three-dimensional materials, etc.

Qualifications for a Coordinator's Certificate:

A. General Requirements

1. Possess a valid teaching certificate based on a four-year degree.

B. Educational Requirements - minimum of 4 semester hours

1. Two courses in Audiovisual Instruction, one of which shall be a basic Audiovisual Methods course.

Beginning with the school year, 1967-68, all persons designated by their school officials as an Audiovisual Director or Audiovisual Coordinator must meet the requirements as listed above.

WYOMING

The following is excerpted from Certification Regulations (January 1, 1969) - Revision.

SECTION 8-i. AUDIOVISUAL

(1) INITIAL CERTIFICATE

(a) Eligibility for an Initial Certificate (P.8).

(b) A minimum of one year of classroom teaching experience is desirable.

(c) A bachelor's degree in audiovisual education taken in an approved program, or

(d) Endorsement in some area of elementary and/or secondary teaching with a minimum of twelve semester hours in an approved program of audio-visual education.

The specific requirements and regulations for Initial Certificates are:

1. No teaching experience required.

2. A bachelor's degree in an approved teacher education program from an accredited college or university.

3. Applicants for an Initial Certificate who are otherwise eligible but who do not have recent credit shall have a deficiency for recent credit which for this purpose is defined as a minimum of five semester hours within the five years previous to September first of the year of certification.

4. Undergraduate preparation of 40 semester hours of general education including a distribution of work among the areas of social science, practical and applied arts, natural science and mathematics, and humanities (English, fine arts, foreign languages, etc.)

5. Professional preparation of 20 semester hours for secondary teachers and 23 semester hours for elementary teachers including a requirement of course work in which the following areas are represented: foundations of education, human development and psychology, curriculum, methods and directed teaching or at least three years of successful school teaching experience verified by appropriate letters of recommendation provided the teaching has been done within the last six years in the appropriate elementary or secondary area.

(2) STANDARD CERTIFICATE

(a) Eligibility for a Standard Certificate (P.P. 8 & 9).

(b) Academic preparation necessary for the initial endorsement plus six additional semester hours in audiovisual education.

The specific requirements and regulations for the Standard Certificate are:

1. All the requirements for an Initial Certificate.

2. Five semester hours of workshop (maximum of two hours) and/or college credit acquired during the term of the Initial Certificate plus the removal of any deficiencies.

3. Three years of successful teaching experience under the Initial Certificate, or five years of successful teaching experience outside of Wyoming.

4. Valid for a period of five years and renewable upon the completion of five semester hours of renewal credit.

(3) PROFESSIONAL CERTIFICATE

(a) Eligibility for a Professional Certificate (P.9).

(b) A master's degree in audiovisual education taken in an approved program.

The Professional Public School Certificate, hereafter referred to as the Professional Certificate, is issued to teachers, administrators, or pupil service personnel who have served the schools of Wyoming for a minimum of five years under regular annual contract and regular certification (under Initial and/or Standard Certificates), and whose qualifications in the areas of specialization extend beyond those required for a Standard Certificate specifically including the following:

1. Five semester hours of renewal credit.

2. Eight years successful teaching experience.

3. A master's degree, or its equivalent, in an approved program with fifty per cent of the work in the area of specialization.

4. Certificate to remain valid for a period of ten years, after which it must be renewed by verifying the acquisition of ten additional semester hours which may include four State Department of Education workshop credits acquired within the ten years, or the equivalent in professional growth credit, or an appropriate combination. (See Section 4-k, P.P. 7 and 8).